Using a Mobile Web Application for a Full Day Conference to Enhance Learner Participation and Content Discussion

Mark A. Butsavage MSN, RN, CCRN
Mark_A.Butsavage@lvhn.org

Published In/Presented At

Using a Mobile Web Application for a Full Day Conference to Enhance Learner Participation and Content Discussion

Mark A. Butsavage, MSN, RN, CCRN
Lehigh Valley Health Network, Allentown, Pennsylvania

Background:

Mobile technology is becoming more and more available to educators as well as learners. Educators are looking for new ways to interact with learners that is inexpensive, yet modern in appearance. The website provided a platform to demonstrate social engagement in an educational format.

Purpose:

Develop a mobile compliant website for use at a day-long educational conference to promote learner use of mobile devices and applications. Mediate the website, and promote use to enhance learner interaction before, during and after the program as a method of engaging learners in the conference.

Interventions:

A website was launched utilizing free standing service to host the content. The free standing service utilized a social media section where participants could interact, schedule a meeting the day of the conference, or even comment on speakers. Other information on the web site included the agenda, speaker's handouts or worksheets, and speaker biographies.

Outcomes:

- **249 Site Visitors** from **6 countries** (US, Germany, Canada, Colombia, Algeria, Malaysia)
  - conference attendance was just over 100 attendees
- **638 total site visits** (meaning the above visitors kept coming back)
  - Average number of page views per visit: 8.8 pages (people looked around)
- **Total Page views: 5,665**
  - Homepage: 18.75% (1,062 pageviews)
  - Calendar: 10.56% (598 pageviews)
  - Profiles: 9.59% (543 pageviews)
  - Speakers: 4.94% (280 pageviews)
  - Presentations: 3.57% (202 pageviews)
  - Poster Presentations: 3.41% (193 pageviews)
- **Average Duration on site: 7min**

Computer/Mobile Device Stats:

- **71% of site visits were via computer (458 page visits)**
- **28% were via mobile device (180 page visits)**
  - iPhones – 100 page visits
  - iPads – 64 page visits
  - Motorola Droid –6 page visits
  - Blackberry – 4 page visits
  - Other – 6 page visits

Implications:

Mobile technology and web applications are becoming easier to use, less expensive and more robust for educational purposes. Frequent monitoring of the site as well as updating the material was needed to enhance the participants' experience. The Social Media section of the website included some great comments, but also stimulated thought among those who were users of the site.

References:

1. Hackworth, B. B. (2011) Health Care and Social media: Building Relationships via Social Media. Academy Of Health Care Management Journal, 7(2), 1-14.
2. Schroeder, A., Minocha, S. and Schneider, C. (2010), The strengths, weaknesses, opportunities and threats of using social software in higher and further education teaching and learning. Journal of Computer Assisted Learning, 26: 159–174.

A PASSION FOR BETTER MEDICINE.™

Lehigh Valley Health Network

Professional Networking

Social Media

Presenter Bios and Handouts

Conference Agenda

Attendee Information

Poster Presentations